



Georgia Safe Routes to School Resource Center Monthly Progress Report July 2014

July was an opportunity for the Georgia Safe Routes to School Resource Center to focus on resource development, Friend partnerships, and planning for the 2014-2015 school year. The Resource Center has 413 Partners. Two new Partners signed on in July. Included with this report is a complete Partner list. A map of all Partners is also included. Outreach staff supported six events, held 96 meetings, and gave three presentations.

The Resource Center held the summer Quarterly Team Meeting in Atlanta July 29th-31st. The meeting included Task Order 2 review and next steps discussion, overview of the 2014-2015 school year events calendar, and a meeting with Georgia Department of Transportation Project Manager Emmanuella Myrthil.

Outreach

Metro Atlanta Territory – Nichole Hollis, School Outreach Coordinator

Nichole maintains 129 partners in the Metro Atlanta Territory. During July, Nichole focused her outreach efforts on bringing awareness to the Metro Atlanta community about Safe Routes to School, met with prospective and existing partners about school year plans, and educated students about bike safety initiatives.

Nichole participated in three back to school events and one health and wellness expo in July. On July 26th, Nichole participated in the “Let’s Move Dekalb” Event sponsored by the organization

CHOICES which focuses its efforts on fighting childhood obesity. Nichole distributed over 300 educational materials to parents and children about Safe Routes to School. On July 25th, Nichole also participated in **Amerigroup Community Care Organization’s** Back to School Bash. See photo at right. Nichole was able to distribute over 200 educational materials to parents and children in



Eastpoint, Georgia and also collaborate efforts with **Safe Kids Fulton County**. Nichole attended a health and wellness expo sponsored by our friend organization **Decatur Active Living**. She was able to distribute information to adults and children and also received information about other Safe Routes to School related activities around the United States. Lastly, Nichole participated in **King Middle Schools** back to school event and was able to inform over 50 parents and students about SRTS. She was also able to make future plans with the school’s coach regarding pedestrian safety lessons during the health class.

On July 28th, Nichole gave a bike safety presentation to 25 campers at Camp SPARC in the Grant Park Area of Metro Atlanta during their bike safety week. She discussed with the campers bike safety tips, importance hand turn signals, and do’s and don’ts for biking.

In August, Nichole plans to meet with new and existing partners to plan school year activities and attend school open house events. She will continue to work with Kids All Dressed Up to plan their first back to school event in Dekalb County and also encourage all schools to participate on International Walk to School Day.

East Central Territory - Taki Smith, School Outreach Coordinator

Taki currently maintains 78 Partners in the East Central Territory. During July, Taki presented to various Friend and potential Friend organizations, met with school principals, revamped and created new SRTS resources, updated the Resource Center Facebook page and signed on four new Friends to the Resource Center.



Taki assisted **Live Healthy Baldwin**, a Friend of the Resource Center; plan a SRTS Awareness Walk on July 25th in Milledgeville, GA. Over 50 children and adults participated in a 1.5 mile walk to **Eagle Ridge Elementary School** to raise awareness about the need for sidewalks and trails to allow walking and biking to and from school. The awareness walk included community stakeholders, students, and parents. Taki was able to provide incentives and SRTS Way to Tip Sheets to the organization to help make the event a success. On July 26th, the **Safe Kids Coalition-Augusta Office**, sponsored a Bike Rodeo in Augusta, GA. Taki provided SRTS incentives to help support the bike safety event.

During July, Taki attended several meetings in Richmond, Columbia, Newton, Greene, Bibb, and Baldwin Counties. Taki networked with other organizations, and in doing so, she was able to sign up four new Friends to the Resource Center.: **Peach State Health, City of Harlem, Augusta Family YMCA, and Amerigroup-East Region.**

On July 10th, Taki met with the **Harlem** City Manager, Jason Rizer, to discuss implementing SRTS programs at the city schools. Jason attended the SRTS Forum in June.

Taki also met with Robert Rychel, from the **Middle Georgia Regional Commission**, a Friend of the Resource Center, located in Macon. Taki and Robert shared ideas to engage more schools in the area. Taki also met with the **Augusta Partnership for Children** and **Healthy Augusta**, both Friends of the Resource Center.

On July 14th, Taki was selected to serve on the Board of Directors for **Wheel Movement**, a Friend of the Resource Center. Wheel Movement is an organization located in the Central Savannah River Area (CSRA) and consists of bike safety advocates and community stakeholders that promote safe cycling and safe roads in the CSRA.

In August, Taki will focus on encouraging schools to register for International Walk to School Day (IWalk), provide Partners with resources to plan their IWalk event, increase School Partners in her area, travel to different counties throughout her territory to meet with School Partners, present SRTS to community stakeholders, and keep schools and champions abreast of upcoming SRTS events and program offerings.

North Territory – Alicia Hatcher, Sr. School Outreach Coordinator

Alicia supports 104 Partners in the North Georgia region.

Alicia attended the monthly **Bike Walk Northwest Georgia** meeting in Rome on July 17th. Alicia shared updates from the Resource Center and discussed plans for the upcoming school year. Bike Walk Northwest Georgia will be getting their contract from GDOT soon and Alicia will meet with Charlie Jones, Senior Planner, to make plans for SRTS.

North High Shoals, a town in Oconee County, recently had a consultant complete a bicycling and pedestrian plan. Part of the plan calls for speed calming measures on Hillsboro Road in front of a local park, which could potentially connect to **North High Shoals Elementary School** through a wooded area

between the two locations. Alicia met with City Councilman, John MacKay, and told him about the SRTS program and how the school could get involved. Potential strategies for the school to adopt in the fall include pedestrian safety education and a Walk At School event. Alicia will work with the school and continue to support the town's bicycle and pedestrian efforts.

Southwest Territory – Chelsea Carter, School Outreach Coordinator

Echols County Elementary/Middle School in Echols County and Unity Elementary in Meriwether County join the Southwest Territory as partners, bringing the region's total number of partners to 65. Blackshear Trails Elementary closed over the summer. During July, Chelsea met with many eighteen school district offices and contacted all 66 offices in her territory.

While visiting Chattahoochee County Education Center the sidewalks funded by the GDOT Safe Routes Infrastructure Grant were under construction. The school is happy and will plan a large event in order to celebrate their new infrastructure as well as the Safe Routes to School Program. Chelsea is working with the school to schedule the event around International Walk to School Day.

A large collaborative event is being planned by Safe Routes to School, CleanAir Campaign, the Southwest Georgia Regional Commission, SafeKids Coalition, the area's friend organizations, and schools in the Southwest Georgia Region. Attendees will include students, families, and school staff. The goals are to demonstrate SRTS efforts, create excitement and grow involvement with IWalk, and cross-promote GDOT programs like Safe Routes and Teens in the Driver's Seat (a safety program for young teens before they learn to drive targeted at middle schools.)

In August, Chelsea will promote back to school programs and events, encourage IWalk registration, and request student travel data. Additionally, principals' meetings are scheduled in Colquitt County and Sumter County. Presentations are planned for **Quitman K-12** and the **Three Rivers Regional Commission**

Coastal Territory – Patti Sistrunk, Sr. School Outreach Coordinator, PM

Patti maintains 37 school Partners in the Coastal Georgia Territory.

Healthy Savannah, in partnership with the **YMCAs of Coastal Georgia** and **Savannah Bicycle Campaign**, was awarded a Healthcare Georgia Foundation Grant in order to implement a Complete Streets Policy in Savannah and Chatham County. Additionally, the grant seeks to implement health initiatives in targeted Savannah communities with schools as health and physical activity centers of those communities. Safe Routes to School is a key strategy of the effort. Ten schools were chosen by City Aldermen at a City Council workshop at the end of June. On July 25th, Patti co-presented to the principals of eight of those schools. Six of the 10 schools are partnered with the Resource Center. Patti will work with the Healthy Savannah team to partner with the other schools. Patti will help coordinate meetings with the stakeholders at each school and facilitate SRTS discussion.

In August, Patti is scheduled to visit Glynn County, continue efforts with Healthy Savannah in Chatham County, plan a bicycle rodeo in the Pooler area, and work with Safe Kids Camden on back to school events.

Marketing

The marketing and event calendar was finalized for the 2014-2015 school year. Events and Resource Center offerings include IWalk in October, travel plan assistance application throughout the fall, Crossing Guard Appreciation week in November, Georgia Walk to School Day (gWalk) in March, and National Bike to School Day in May.

The Resource Center worked on several new resources and marketing items during July.

- A new flyer template was created for open houses. School staff and/or PTA officers may adjust the information to include SRTS information specific to the school during start-of-year open house events. The flyer includes the QR code that people can scan with their smart phone and it takes the viewer directly to the GA SRTS Resource Center Facebook Page
- New SRTS Brochure content was drafted by Alicia and Nichole. The brochure content will be completed in early August and design and printing will be done by mid-September.
- The marketing team worked on Bicycle education materials including a bicycle rodeo toolkit. The toolkit will be completed and ready for SOC and school use in early fall.
- Marketing and design support staff also worked to freshen the GA SRTS IWalk logo. That logo and associated materials (e.g. flyer templates and IWalk page on website) will be available in mid-August.

The Resource Center Outreach team posted to Facebook 10 times in July. Posts included information about Georgia SHAPE program grant opportunities, reminders about IWalk registration, and National Center for SRTS webinar information.

Travel Plan Assistance

The Resource Center team discussed travel plan assistance plans at the team meeting. The Resource Center team developed the new limited travel planning assistance that will be provided to up to two schools in the fall. The team determined that this will be safety-focused plans with a local municipal organization (e.g. city) requesting the assistance on behalf of a Title I school that requires assessment and planning assistance due to safety needs. The school may not have the resources to support a full noninfrastructure SRTS program. Student travel data collection and pedestrian safety education will be the only requirement for the school.

Full travel plan assistance will be offered to two schools starting this fall, and the applications for both types of planning assistance will be available in September with deadlines in November. Planning meetings will begin in December.

Thirty Day Look Ahead

Schools in Georgia start back as early as August 1st with most students going back to school the first or second full weeks of August. The Outreach team will work with schools, districts, and communities to plan events and resources that support walking and biking programs. The team will promote events, especially IWalk. Registration is open and the Resource Center's registration goal for 2014 IWalk is 200 schools/events. At the time of this report, there were 25 schools registered for IWalk.

The team will finalize bicycle rodeo materials and complete content for the new Resource Center brochure. Materials will also be completed that explain the revised partnership level progression.

During this school year, the Outreach team will focus on progressing school partners from Partner to Bronze, Silver, and toward Gold level to develop sustainable SRTS programs at schools throughout Georgia.

